

preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product;  
including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and  
displaying the publication for appropriation by customers at the store.

2. Canceled.

3. Canceled.

4. The method of claim 1 further comprising the step of printing on the publication a color scheme associated with the store.

5. Canceled.

6. Canceled.

7. Canceled.

8. Canceled.

9. Canceled.

10. The method of claim 1 wherein the product is a food and the feature article includes a recipe which lists the product as an ingredient.

11. Canceled.

12. Canceled.

13. Canceled.

14. Canceled.

15. Canceled.

16. Canceled.

17. A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes the collected information incorporated within other non-product information attractive to customers and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article.

Add new claims 18-28 as follows:

18. (New) A magazine for use in promoting the purchase of specific products, said magazine comprising:

a plurality of articles dispersed throughout the magazine;

at least one of said articles pertaining to an identified product, said at least one of said articles including within its confines specific brand information pertaining to said identified product.

19. (New) The magazine as set forth in claim 18 wherein said magazine is specific to a particular store.

20. (New) The magazine as set forth in claim 18 wherein each of said articles which contains specific brand information is authored under commission by a sponsor of the specific brand in said article.

21. (New) The magazine as set forth in claim 18 wherein each of said articles which contains specific brand information is authored under commission of a specific store.

22. (New) The magazine as set forth in claim 21 wherein the name of said specific store appears on a front cover of said magazine.

23. (New) The magazine as set forth in claim 20 wherein the content of each of said articles which contains specific brand information is controlled at least in part by a sponsor of the specific brand in said article.

24. (New) The magazine as set forth in claim 18 wherein said magazine contains coupons keyed to said articles containing brand specific products.

25. (New) The magazine as set forth in claim 18 wherein said at least one of said articles includes within its confines reference to specific brand information pertaining to products other than said identified product.